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ABSTRACT

This one-page consumer education materials evaluation form has been developed as a checklist for developers and users of business-sponsored educational materials. Criteria listed include issues such as target audience, design, and usability as well as objectivity and how the business sponsor is identified. The form is intended to prevent indiscriminate use of business-sponsored materials that are biased or that exist primarily to endorse a company or product. (YLB)

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Consumer Education Materials Evaluation Form

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ED351614

Title of Material _____

Source _____ **Phone** _____

Address _____

Format: ❒ Pamphlet ❒ Video ❒ Teaching Guide ❒ Other _____ **Length** _____

Target Audience _____ **Age/Grade Level** _____ **Cost** _____

		YES	NO	SOME-WHAT	NOT APPLI-CABLE
1.	The content is significant and relevant to the target audience.	❒	❒	❒	❒
2.	The language/reading level is appropriate for the target audience. Plain language is used.	❒	❒	❒	❒
3.	The presentation is objective in content and tone, with varying viewpoints where appropriate.	❒	❒	❒	❒
4.	The content is well-organized.	❒	❒	❒	❒
5.	People are presented without stereotyping of age, race or sex. Diversity is recognized.	❒	❒	❒	❒
6.	The material includes useful learning activities beyond reading which are appropriate for the target audience.	❒	❒	❒	❒
7.	The material includes a bibliography or suggested resources.	❒	❒	❒	❒
8.	The presentation is accurate and up-to-date.	❒	❒	❒	❒
9.	The material designed is appealing and easy-to-use.	❒	❒	❒	❒
10.	Text and illustrations are free of brand names, trademarks, or corporate identification.	❒	❒	❒	❒
11.	The sponsor name or logo are given.	❒	❒	❒	❒
12.	Publication date is given.	❒	❒	❒	❒
13.	Information regarding copyright and permission to reproduce are stated.	❒	❒	❒	❒
14.	Source address and/or phone number for additional materials is provided.	❒	❒	❒	❒
15.	Cost of the material is reasonable compared to other materials of similar quality.	❒	❒	❒	❒
16.	Where appropriate, recycled materials are used.	❒	❒	❒	❒

OVERALL ASSESSMENT: ❒ **EXCELLENT** ❒ **GOOD** ❒ **SATISFACTORY** ❒ **UNSATISFACTORY**

COMMENTS: _____

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NOTE TO USER

Many corporations and business associations develop and distribute consumer education materials for the classroom and community education programs. Reduced school funding creates a special appeal for these business-sponsored materials which are often free or low cost. Critics contend, however, that these materials are biased and merely another form of advertising. Use may result in an unplanned endorsement of a company or product.

The **Consumer Education Materials Evaluation Form** has been developed by the National Institute for Consumer Education as a checklist for developers and users of business-sponsored materials. Criteria listed include issues such as design and usability as well as objectivity and how the business sponsor is identified.

NICE: 1992